



Counties: Houston, AL



2000 Total Population	88,787
2000 Group Quarters	1,148
2007 Total Population	96,421
2012 Total Population	102,268
2007 - 2012 Annual Rate	1.18%



2000 Households	35,834
2000 Average Household Size	2.45
2007 Households	39,555
2007 Average Household Size	2.41
2012 Households	42,336
2012 Average Household Size	2.39
2007 - 2012 Annual Rate	1.37%
2000 Families	25,113
2000 Average Family Size	2.95
2007 Families	27,197
2007 Average Family Size	2.89
2012 Families	28,585
2012 Average Family Size	2.86
2007 - 2012 Annual Rate	1%



2000 Housing Units	39,571
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	9.4%
2007 Housing Units	44,170
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	10.4%
2012 Housing Units	47,572
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	11.0%

Median Household Income

2000	\$34,472
2007	\$39,623
2012	\$43,702

Median Home Value

2000	\$74,548
2007	\$107,973
2012	\$125,251

Per Capita Income

2000	\$18,759
2007	\$22,453
2012	\$25,612

Median Age

2000	36.7
2007	38.5
2012	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: Houston, AL

**2000 Households by Income**

Household Income Base	35,861
< \$15,000	22.3%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	1.3%
\$200,000+	1.6%
Average Household Income	\$46,068

2007 Households by Income

Household Income Base	39,555
< \$15,000	18.7%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.6%
\$200,000+	2.3%
Average Household Income	\$54,396

2012 Households by Income

Household Income Base	42,336
< \$15,000	16.7%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	2.3%
\$200,000+	2.9%
Average Household Income	\$61,514

2000 Owner Occupied HUs by Value

Total	24,893
<\$50,000	26.6%
\$50,000 - 99,999	43.3%
\$100,000 - 149,999	17.1%
\$150,000 - 199,999	6.3%
\$200,000 - \$299,999	4.5%
\$300,000 - 499,999	1.4%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.2%
Average Home Value	\$94,529

2000 Specified Renter Occupied HUs by Contract Rent

Total	10,860
With Cash Rent	92.8%
No Cash Rent	7.2%
Median Rent	\$316
Average Rent	\$322

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: Houston, AL



2000 Population by Age

Total	88,787
0 - 4	6.8%
5 - 9	7.1%
10 - 14	7.5%
15 - 19	6.9%
20 - 24	5.8%
25 - 34	13.2%
35 - 44	15.6%
45 - 54	13.8%
55 - 64	9.6%
65 - 74	7.4%
75 - 84	4.6%
85+	1.7%
18+	74.1%

2007 Population by Age

Total	96,421
0 - 4	6.9%
5 - 9	6.6%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	6.2%
25 - 34	12.9%
35 - 44	13.9%
45 - 54	14.8%
55 - 64	11.8%
65 - 74	7.3%
75 - 84	4.7%
85+	2.0%
18+	76.1%

2012 Population by Age

Total	102,268
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.7%
15 - 19	6.0%
20 - 24	5.9%
25 - 34	12.5%
35 - 44	13.1%
45 - 54	14.8%
55 - 64	13.3%
65 - 74	7.6%
75 - 84	4.7%
85+	2.2%
18+	76.3%

2000 Population by Sex

Males	47.5%
Females	52.5%

2007 Population by Sex

Males	47.8%
Females	52.2%

2012 Population by Sex

Males	47.9%
Females	52.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: Houston, AL

**2000 Population by Race/Ethnicity**

Total	88,787
White Alone	73.1%
Black Alone	24.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.3%
Diversity Index	42.0

2007 Population by Race/Ethnicity

Total	96,421
White Alone	71.1%
Black Alone	25.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.6%
Two or More Races	1.1%
Hispanic Origin	1.8%
Diversity Index	44.8

2012 Population by Race/Ethnicity

Total	102,268
White Alone	69.7%
Black Alone	26.7%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.7%
Two or More Races	1.3%
Hispanic Origin	2.4%
Diversity Index	46.8

**2000 Population 3+ by School Enrollment**

Total	85,263
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	12.6%
Enrolled in Grade 9-12	5.9%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	74.2%

2000 Population 25+ by Educational Attainment

Total	58,671
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	15.1%
High School Graduate	30.4%
Some College, No Degree	21.5%
Associate Degree	6.2%
Bachelor's Degree	12.1%
Master's/Prof/Doctorate Degree	6.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: Houston, AL

**2000 Population 15+ by Sex and Marital Status**

Total	69,834
Females	53.3%
Never Married	9.6%
Married, not Separated	28.7%
Married, Separated	1.5%
Widowed	6.7%
Divorced	6.8%
Males	46.7%
Never Married	10.9%
Married, not Separated	29.1%
Married, Separated	0.9%
Widowed	1.1%
Divorced	4.7%

**2000 Population 16+ by Employment Status**

Total	68,505
In Labor Force	62.4%
Civilian Employed	58.9%
Civilian Unemployed	3.3%
In Armed Forces	0.2%
Not in Labor Force	37.6%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%
Civilian Unemployed	5.3%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	95.5%
Civilian Unemployed	4.5%

2000 Females 16+ by Employment Status and Age of Children

Total	36,546
Own Children < 6 Only	7.9%
Employed/in Armed Forces	5.2%
Unemployed	0.4%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	6.1%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	12.8%
Unemployed	0.8%
Not in Labor Force	5.0%
No Own Children < 18	67.5%
Employed/in Armed Forces	30.1%
Unemployed	1.9%
Not in Labor Force	35.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



Counties: Houston, AL

**2007 Employed Population 16+ by Industry**

Total	44,145
Agriculture/Mining	1.1%
Construction	6.3%
Manufacturing	11.8%
Wholesale Trade	4.7%
Retail Trade	15.3%
Transportation/Utilities	8.1%
Information	1.3%
Finance/Insurance/Real Estate	5.2%
Services	42.5%
Public Administration	3.7%

2007 Employed Population 16+ by Occupation

Total	44,145
White Collar	56.6%
Management/Business/Financial	10.8%
Professional	18.8%
Sales	15.1%
Administrative Support	11.9%
Services	16.7%
Blue Collar	26.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	6.5%
Production	7.6%
Transportation/Material Moving	7.1%

**2000 Workers 16+ by Means of Transportation to Work**

Total	39,962
Drove Alone - Car, Truck, or Van	85.7%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	0.6%
Walked	0.9%
Other Means	1.0%
Worked at Home	1.5%

2000 Workers 16+ by Travel Time to Work

Total	39,962
Did Not Work at Home	98.5%
Less than 5 minutes	3.4%
5 to 9 minutes	12.2%
10 to 19 minutes	43.4%
20 to 24 minutes	15.4%
25 to 34 minutes	15.2%
35 to 44 minutes	2.5%
45 to 59 minutes	3.1%
60 to 89 minutes	1.2%
90 or more minutes	2.1%
Worked at Home	1.5%
Average Travel Time to Work (in min)	20.0

2000 Households by Vehicles Available

Total	35,834
None	8.3%
1	34.2%
2	39.9%
3	12.9%
4	3.6%
5+	1.2%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Counties: Houston, AL

**2000 Households by Type**

Total	35,834
Family Households	70.1%
Married-couple Family	52.5%
With Related Children	23.6%
Other Family (No Spouse)	17.6%
With Related Children	12.1%
Nonfamily Households	29.9%
Householder Living Alone	26.4%
Householder Not Living Alone	3.6%

Households with Related Children	35.8%
Households with Persons 65+	24.3%

2000 Households by Size

Total	35,834
1 Person Household	26.4%
2 Person Household	34.3%
3 Person Household	18.2%
4 Person Household	13.8%
5 Person Household	5.2%
6 Person Household	1.5%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	35,834
Moved in 1999 to March 2000	21.2%
Moved in 1995 to 1998	27.6%
Moved in 1990 to 1994	15.3%
Moved in 1980 to 1989	14.7%
Moved in 1970 to 1979	11.1%
Moved in 1969 or Earlier	10.1%
Median Year Householder Moved In	1995

**2000 Housing Units by Units in Structure**

Total	39,571
1, Detached	67.3%
1, Attached	1.4%
2	2.4%
3 or 4	3.7%
5 to 9	4.5%
10 to 19	1.3%
20+	3.0%
Mobile Home	16.1%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	39,571
1999 to March 2000	3.4%
1995 to 1998	10.7%
1990 to 1994	9.2%
1980 to 1989	19.2%
1970 to 1979	24.1%
1969 or Earlier	33.5%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Midland Crowd
2.	Southern Satellites
3.	Modest Income Homes



2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$72,204,238
Average Spent	\$1,825.41
Spending Potential Index	66
Computers & Accessories: Total \$	\$7,031,909
Average Spent	\$177.78
Spending Potential Index	71
Education: Total \$	\$34,710,546
Average Spent	\$877.53
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$102,079,920
Average Spent	\$2,580.71
Spending Potential Index	75
Food at Home: Total \$	\$152,195,633
Average Spent	\$3,847.70
Spending Potential Index	76
Food Away from Home: Total \$	\$100,130,956
Average Spent	\$2,531.44
Spending Potential Index	75
Health Care: Total \$	\$125,966,731
Average Spent	\$3,184.60
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$63,873,086
Average Spent	\$1,614.79
Spending Potential Index	71
Investments: Total \$	\$38,973,156
Average Spent	\$985.29
Spending Potential Index	66
Retail Goods: Total \$	\$801,385,632
Average Spent	\$20,260.03
Spending Potential Index	76
Shelter: Total \$	\$416,705,847
Average Spent	\$10,534.85
Spending Potential Index	70
TV/Video/Sound Equipment: Total \$	\$34,925,486
Average Spent	\$882.96
Spending Potential Index	76
Travel: Total \$	\$52,154,580
Average Spent	\$1,318.53
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$31,815,878
Average Spent	\$804.35
Spending Potential Index	75

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.